

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 PA-02 PRS-01 SS-15 USIA-15 BIB-01 FCC-02

OTPE-00 NSC-05 L-03 H-02 CIAE-00 INR-07 NSAE-00 EB-07

COME-00 /073 W

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R 021939Z OCT 75

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 7682

UNCLAS OTTAWA 3721

POUCHED AS INFO TO ALL CONSULATES IN CANADA

E.O. 11652: N/A

TAGS: ETEL, CA

SUBJ: DELETION OF TELEVISION COMMERCIALS

REF: OTTAWA 3704, 3691, 3649, 3631

1. COMMUNICATIONS MINISTER PIERRE JUNEAU IN INTERVIEW ON CTV NETWORK OCTOBER 1 DISCUSSED VARIOUS POLICY QUESTIONS ARISING IN HIS PRESENT ROLE AS MINISTER AND HIS PREVIOUS ROLE AS CHAIRMAN OF THE CANADIAN RADIO-TELEVISION COMMISSION (CRTC). WHEN ASKED WHAT HE REGARDED AS HIS GREATEST ACHIEVEMENT AS CRTC CHAIRMAN, JUNEAU RESPONDED SIMPLY THAT HE HAD CREATED OPPORTUNITIES FOR CANADIAN BROADCASTERS TO PARTICIPATE IN NATIONAL COMMUNICATION. THE DEVELOPMENT OF A STRONG BROADCASTING SYSTEM IN CANADA--INCLUDING CABLE TV--IS STILL THE REAL CHALLENGE FACING THE INDUSTRY.

2. COMMENTING ON THE CURRENT CONTROVERSY BETWEEN THE US AND CANADA JUNEAU OBSERVED CONFIDENTLY THAT IN THE END THE USG WILL REALIZE SOME REASONABLE ARRANGEMENT WILL BE NEEDED BETWEEN THE TWO GOVERNMENTS. HE REFERRED IN PASSING TO HIS MEETINGS IN WASHINGTON LAST SPRING AT STATE AND FCC (CAREFULLY NOTING THAT THEY WERE NOT UNCLASSIFIED

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INITIATED BY HIM) AND OBSERVED THAT HE HAD MADE THE

POINT THAT US STATIONS SHOULD NOT HAVE THE RIGHT TO MAKE MONEY FROM CANADIAN MARKETS. HE EXPRESSED CONFIDENCE THAT THE USG--INCLUDING THE STATE DEPARTMENT--WILL NOT MAINTAIN THE POSITION THAT THEY DO INDEFINITELY.

3. THE INTERVIEWER REFERRED TO THE PRESS REPORTS THAT SECRETARY KISSINGER WOULD BRING UP THE TV ISSUE DURING HIS FORTHCOMING VISIT TO OTTAWA. TO THIS JUNEAU REPLIED THAT THE ISSUE WAS NOT THAT IMPORTANT A MATTER THAT THE SECRETARY SHOULD "TAKE THE RISK" OF RAISING IT.

4. COMMENT: MOST OF JUNEAU'S POINTS WERE STATED BRIEFLY AND NOT AMPLIFIED. HIS INTERVIEWER WAS JOHN W. BASSETT, SR., LEADING FIGURE IN THE OWNERSHIP OF THE CTV NETWORK AND OTHER BROADCASTING UNDERTAKINGS, WHO APPEARED MORE CONCERNED WITH PAYING TRIBUTE TO JUNEAU IN HIS PAST ROLE AND ASSISTING HIM IN HIS ELECTION CAMPAIGN THAN IN PROBING DEEPLY ON ANY POLICY ISSUE. JUNEAU ALSO APPEARED SOMEWHAT ILL AT EASE AS IF THIS WERE THE FIRST TIME HE WAS BEING INTERVIEWED ON TV. HOWEVER, HE DID RADIATE CONFIDENCE WITH RESPECT TO HIS PERFORMANCE IN HIS NEW ROLE AS MINISTER AND GAVE THE IMPRESSION THAT HE WOULD USE IT AGGRESSIVELY IN SUPPORT OF POSITIONS HE DEVELOPED IN THE CRTC.
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Message Attributes

Automatic Decaptioning: X
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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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